WHAT IS CLAIMED IS:

1. A method in a computer system for efficiently comparing two trinary logic representations, comprising:

a) creating a first data structure (referred herein as a VALUE data structure) representative of a first set of properties;

b) creating a second data structure (referred herein as a KNOWN data structure) representative of whether said first set of properties is known;

c) creating a third data structure (referred herein as a TARGET data structure) representative of a target set of properties;

d) creating a fourth data structure (referred herein as a WANT data structure) representative of whether said target set of properties is wanted; and

e) comparing said first, second, third, and fourth data structures using bit-wise binary operations to determine whether said first set of known properties are wanted as a target set of properties.

2. The method of claim 1 wherein said bit-wise binary operation are performed according to the Boolean equation: (not WANT) or (KNOWN and ((TARGET xor VALUE))).

3. The method of claim 1 wherein said bit-wise binary operation are performed according to the Boolean equation: (not WANT) or (KNOWN and ((TARGET and VALUE) or ((not TARGET) and (not (VALUE))).

4. The method of claim 1 wherein said first, second, third, and fourth data structures are 16-bit computer words.

5. The method of claim 1 wherein said first, second, third, and fourth data structures are 32-bit computer words.

6. The method of claim 1 wherein said first, second, third, and forth data structures comprise multiple computer words.

7. The method of claim 1 wherein at least one of said first set of properties and at least one of said target set of properties are represented as a single bit.

8. The method of claim 1 wherein at least one of said first set of properties and at least one of said target set of properties are represented as multiple bits.

9. A method in a computer system for selecting an audio element to transmit to a remote listener, comprising:

a) creating a first data structure (referred herein as a VALUE data structure) representative of a first set of demographic properties related to a remote listener;

b) creating a second data structure (referred herein as a KNOWN data structure) representative of whether said first set of demographic properties related to the remote listener is known;

c) creating a third data structure (referred herein as a TARGET data structure) representative of a target set of demographic properties relating to an audio element;

d) creating a fourth data structure (referred herein as a WANT data structure) representative of whether said target set of demographic properties is wanted to be targeted; and

e) comparing said first, second, third, and fourth data structures using bit-wise binary operations to determine whether the audio element should be transmitted to the remote listener.

10. The method of claim 9 wherein said bit-wise binary operation are performed according to the Boolean equation: (not WANT) or (KNOWN and ((TARGET xor VALUE))).

11. The method of claim 9 wherein said bit-wise binary operation are performed according to the Boolean equation: (not WANT) or (KNOWN and ((TARGET and VALUE) or ((not TARGET) and (not (VALUE))).

12. The method of claim 9 wherein said first, second, third, and fourth data structures are computer words.

13. The method of claim 9 wherein said first, second, third, and fourth data structures are 32-bit computer words.

14. The method of claim 9 wherein said first, second, third, and forth data structures comprise multiple computer words.

15. The method of claim 9 wherein at least one of said first set of properties and at least one of said target set of properties are represented as a single bit.

16. The method of claim 9 wherein at least one of said first set of properties and at least one of said target set of properties are represented as multiple bits.

17. The method of claim 9 wherein said first set of demographic properties includes the age of the remote listener.

18. The method of claim 9 wherein said first set of demographic properties includes the gender of the remote listener.

19. The method of claim 9 wherein said first set of demographic properties includes the marital status of the remote listener.

20. The method of claim 9 wherein said first set of demographic properties includes the city where the remote listener lives.

21. The method of claim 9 wherein said audio element is an advertisement.

22. A customized personal radio broadcast system operable to select an audio element to transmit to a remote listener, comprising:

a) means for creating a first data structure (referred herein as a VALUE data structure) representative of a first set of demographic properties related to a remote listener;

b) means for creating a second data structure (referred herein as a KNOWN data structure) representative of whether said first set of demographic properties related to the remote listener is known;

c) means for creating a third data structure (referred herein as a TARGET data structure) representative of a target set of demographic properties relating to an audio element;

d) means for creating a fourth data structure (referred herein as a WANT data structure) representative of whether said target set of demographic properties is wanted to be targeted; and

e) means for comparing said first, second, third, and fourth data structures using bit-wise binary operations to determine whether the audio element should be transmitted to the remote listener.